

Fresh Finds

Market Update

Market Update
November 13, 2023

Fruit Update

- **Apples** – Koru, Lucy Glo's, and Macintosh available now. Market remains strong, with promotable pricing. Excellent quality and lots of variety available.
- **Strawberries**– Market is extremely tight. Expect high pricing and very limited supplies for the next several weeks. Rain and cold weather have caused the fields to yield less the past few weeks. More cold and rain in the forecast for this week.
- **Variety Berries** – Raspberries are in good supply. Blackberries remain tight and are expected to for the next couple weeks while the grower rebound for hurricane Otis. Blueberry supplies have steadied and quality is good.
- **Citrus** – California navels are starting to size up, however the majority of this years is expected to be between 72ct and 113ct sizing. We will see production increase over the next couple weeks as the sugar level improve. Pricing remains on the high end for now but is expected to drop near the end of November.
- **Pears**– Excellent quality and supplies.
- **Grapes** – California grape season is wrapping up. Supplies are estimated to last through the end of the month. Peruvian and Chilean fruit forecast is down from last year. Markets will remain very active through the holidays. Off shore fruit will start to hit the port in the coming weeks.
- **Tropical** – Pineapple supplies and quality are good. Mango markets remain high with most fruit going to the East Coast before being trucked over to the West Coast.



New Product Lines



- Grimmway Farms Carrots are here. Carrots are looking very nice, with great sizing and quality. Supplies and pricing are good.
- Sweetie Sweet Onions out of Nevada are here along with Nevada White onions. Quality and flavor is excellent.

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Veg Update



- **Lettuce** – Transition to Yuma has begun on all lettuce. Substantial improvements on quality and sizing will be seen with the Yuma lettuce.
- **Celery** – Prices are up slightly with the holiday pulls pushing the market up. Quality is good.
- **Broccoli & Cauli** – Salinas growing season has ended for the year. Transition to the desert has started. Pricing has leveled but could tick up a bit with production just getting started in the desert.
- **Onions** – Pricing and quality remain good with local dry onions. Green onion production has returned to normal. Supplies and pricing are steady.

Local russet potatoes are very promotable. Colored potatoes in the poly bags are starting to drop. Yam and Sweet potatoes supplies and markets are steady.

- **Peppers** – Colored bells continue to come out of Canada. Market and supplies remain steady. Green bell market and quality are good.
- **Artichokes** – Production is gapping a bit while the Salinas season ends and Oxnard, Coachella and Mexico seasons are just getting started.
- **Asparagus** – Both Mexico and Peru are going on grass. Quality is good.
- **Green Beans** – Production is tight with the holiday pull causing the market to trend upward quickly.
- **Tomatoes** – Markets are stable overall. Roma supplies are improving.
- **Cucumbers** – Market and supplies are steady, quality is good.



Little Known Facts – Lucy Glo

- Lucy Glo apples are a tart apple with a hint of sweetness.
- Blushing gold skin with a naturally red flesh on the inside
- Lucy Glo's are a specialty hybrid variety that was first released in 2018.
- They were named for their yellow skin. The skin on this apple is so thin that the dark red pigment of the flesh can be seen through the transparent skin. Giving them that shiny "Glo."
- Lucy Glo apples can be sliced up for a snack or used in your favorite bake goods. The tartness with a hint of sweet works well in any tart or pie.



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Organic Update

- **Apples** – Local OG apple market is steady. Quality is excellent.
- **Berries**– Org Blackberries remain non existent, while org blueberries are becoming more readily available. Org strawberry market is tight and will remain that way throughout the next couple weeks
- **Grapes** – Market is steady and quality is good.
- **Celery** – Market is up a bit this week with the holiday pull upon us. Quality and supplies are good.
- **Cauli and Broc** – The Salinas season has come to an end. Transition to the desert has started causing pricing to be elevated while production ramps up.
- **Lettuces** – Yuma transition is starting on all organic lettuces. With this comes significant improvement on quality, sizing, and supplies. Demand and pricing remain steady.
- **Citrus**– California org navels have started in a very limited way. Mainly smaller sizing available, but some larger sizes are making their way to the market
- **Pears** – Markets and supplies are good.
- **Pomegranates** – Market is steady with good supplies. Org Pom Arils are available.
- **Persimmons** – Market and quality are good.

Food Service Update & Trends

- Avocados – Market and supplies are good. #2 fruit has tightened up a bit with the approaching holiday.
- Tender leaf lettuce remain good. Transition to Yuma has started.
- Cilantro – Supplies and quality remain good. Market is steady
- Snap & Snow Peas – Sugar snaps remain tight. Prorates on every order from the shippers. All Value Added Veg has begun transition to the desert. Supplies may be limited to start.
- Mushrooms – 100% Windmill Farms product delivered fresh daily.